

MULTIMEDIA



UNIVERSITY

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

LRS0015 – READING SKILLS AND STRATEGIES (All Sections)

21 October 2019
2.30p.m. – 4.30p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **FIVE** pages with **THREE** sections only.
2. Answer **ALL** questions.
3. Write all your answers for **SECTIONS A, B and C** in the Answer Booklet.

SECTION A: READING COMPREHENSION [15 MARKS]

Instructions: Read the passage below and answer the questions that follow in **COMPLETE** sentences.

Dementia

- 1 In Australia, nearly two-thirds of all dementia-related deaths were women; 1
in the United States (U.S), two thirds of those living with the disease are women,
too. In some cases, dementia even outstrips more famously 'female' diseases: US
women over 60 are twice as likely to develop Alzheimer's disease as breast
cancer. (Breast cancer remains the leading cause of death for UK women aged 35 5
to 49).
- 2 "This can't be sustained by any medical health system because it is too
much in terms of numbers, says Antonella Santuccione-Chadha, a physician and
Alzheimer's specialist based in Switzerland. "And as women are more confronted
by the disease, we need to investigate the differences between the male and female 10
specifics of it."
- 3 Much of the gender gap comes down to one of dementia's biggest risk
factors: age. The older you are, the more likely you are to develop late-onset
Alzheimer's. Women typically live longer than men, so more have dementia. The
older you are, the more likely to develop dementia. However, recent research hints 15
that we would be wrong to assume that ageing means Alzheimer's is inevitable.
Results from two major Cognitive Function and Ageing Studies (CFAS) suggest
that over the last 20 years, new dementia cases in the United Kingdom (U.K) have
dropped by 20 per cent which is driven mostly by a fall in incidence among men
over 65 years old. 20
- 4 Experts say this may be because of public health campaigns targeting heart
disease and smoking. Both are risk factors for Alzheimer's. However, due to the
reason that men tend to get heart disease younger and smoke more than women,
these campaigns also may have helped stave off these risk factors more for men
than women. Meanwhile, other risk factors for the disease affect women more 25
than men. For example, more women develop depression whereby depressed
mood has been linked to the onset of Alzheimer's. Other risk factors affect only
women, such as surgical menopause and pregnancy complications like pre-
eclampsia, both of which have been linked to cognitive decline in later life.
- 5 Depression is one risk factor for developing dementia; it also affects more 30
women than men. Social roles, such as caregiving, also may increase the chance
of developing dementia. "Some research has shown that being a caregiver is, in
itself, a risk factor for Alzheimer's disease," says Annemarie Schumacher, a
health psychologist. In the U.K, some 60-70 per cent of all unpaid caregivers
looking after someone with dementia in particular are women. 35
- 6 "Sex-specific prevention might start from having more of this information
about female-specific risk factors," says Maria Teresa Ferretti, a biomedical
researcher in the field of Alzheimer's disease at the University of Zurich.
- 7 This idea is gaining momentum. Advocacy group the Women's Brain
Project (WBP), co-founded by Santuccione-Chadha, Ferretti and Schumacher as 40
well as chemist Gautam Maitra, has just published a major review analysing a
decade's worth of scientific literature on Alzheimer's, revising existing data and
asking scientists to stratify it by sex for the first time.

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- 8 “The most obvious differences that come out of the literature are in the display and progression of cognitive and psychiatric symptoms between men and women with Alzheimer’s disease. Based on these new studies we can design new hypotheses and figure out new ways to improve treatment of patients,” says Ferretti. 45
- 9 Scientists are hoping that new, sex-stratified research will help them develop more effective treatments for patients. Currently, for example, Alzheimer is detected by looking for two toxic proteins that have accumulated in the brain. Evidence suggests no difference in the levels of these proteins, or ‘biomarkers’, in men and women with Alzheimer’s disease. But the women show greater cognitive decline. 50
- 10 “As a result, the biomarkers might have a different predictive value in men and women,” says Ferretti: “We might need to adjust imaging, biochemical and neuropsychological biomarkers for men and women or find gender-specific biomarkers.” 55
- 11 Another question for researchers is why the disease progresses faster in women than men after diagnosis. One school of thought suggests that oestrogen protects women’s brains when they are younger, but that those benefits drop off, as does oestrogen, after a certain age. 60
- 12 Other research suggests women perform better on the initial tests used, which can lead to missed diagnoses at an early stage and which may also lead doctors to underestimate the disease’s severity. If that is the case, diagnostic exams may need to be changed to reflect the neuropsychological differences between men and women. 65
- 13 Women may perform better on early tests for dementia than men, meaning a delay in diagnosis. Another challenge has been with how clinical trials for Alzheimer’s medications are designed. Expensive and long, they tend to have a near-even gender split, even though more women deal with the disease. For other conditions, like depression and multiple sclerosis, prevalence is often reflected, 70
- 14 Santuccion-Chadha says, “If more women are affected by those diseases, more women are usually included in the trials.” That approach seems to have worked: “In these disease areas, we have been witnessing successful drugs,” she says. Most clinical trials for medications for Alzheimer’s in the past decade, on the other hand, have failed. 75

Adapted from Oliver, L. (July 2018). Why Dementia and Alzheimers affect women more than men. Retrieved from <http://www.bbc.com/future/story/20180705-why-dementia-and-alzheimers-affect-women-more-than-men>

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- a) What are the connections between dementia related disease with women in United States? (2 marks)
- b) i. What is Dementia's biggest risk factor? (1mark)
ii. How does it affect men and women? (2 marks)
- c) Describe the other risk factors of Dementia that affect women? (2 marks)
- d) How does the female-specific risk factors help researchers in their studies on Alzheimer? (3 marks)
- e) What does biomarkers indicate between men and women? (2 marks)
- d) Briefly explain the challenges face in diagnosing Alzheimer among women. (3 marks)

SECTION B: VOCABULARY [20 MARKS]

Question 1: Affixes and Suffixes (10 Marks)

Instructions: Fill in the blanks with the appropriate pre-fixes and suffixes.

Facebook Incorporation launched a match-making system on June 19 to cultivate (0) **partnership** (**partner**) between advertisers and video creators as the world's largest social media company tries to (1) _____ (**quick**) parallel the variety of commercial opportunities offered by its video rival YouTube. Some advertisers have tested the Brand Collabs Manager, which identifies video makers that may be good fits for product placement or (2) _____ (**endorse**) deals.

Facebook also said it was allowing more content (3) _____ (**create**) to run ad breaks in longer videos, and offer subscriptions for US\$4.99 (RM20) a month to fans. Subscribers receive perks, such as exclusive behind-the-scenes footage. Facebook is not keeping a cut of partnerships or subscriptions during testing, and it is (4) _____ (**certain**) about eventual fees, company Vice President Fidji Simo told Reuters in an interview last week.

The company has long been wary of polluting (5) _____ (**new**) experiences, such as video, with ads and paid options. However, it has deployed the money-making features in recent months after a year in which many videomakers saw their YouTube earnings clipped. YouTube, part of Alphabet Inc's Google, (6) _____ (**tight**) revenue-sharing policies last year after advertisers including Procter & Gamble Co expressed concern about automated ad-buying tools that had turned them into sponsors of (7) _____ (**flatter**) content.

Both Facebook and YouTube are racing to attract high-quality content, which would help them win over the US\$200bil (RM801.40bil) spent (8) _____ (**annual**) on TV advertising globally. Facebook's appeal to video makers has been limited by the few opportunities they have had to turn (9) _____ (**view**) on the service into revenue.

For instance, YouTube added a partnership match tool in 2016 via acquisition. YouTube plans to update its (10) _____ (**commercial**) options later this week as 30,000 members of the online video industry, including fans, gather for the VidCon festival in Anaheim, California beginning June 20.

Simo acknowledged that video makers want even more alternatives. "Facebook is already testing how to promote new videos as "live events" that could become big destinations for advertising. Many creators have asked for a tool to sell merchandise they develop to fans",

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Simo said. For now, Simo said the company plans to do a “small test” this year of selling third-party products featured in videos.

Separately, Facebook unveiled on Tuesday polling and quizzing features for anyone to produce game shows. The tools follow the success of startup Intermedia Labs Incorporation, whose HQ trivia app regularly attracts 1 million contestants to daily shows.

Adapted from Dave, P. (2018) Facebook expands offerings for video creators to cash in on views. Retrieved from <https://www.thestar.com.my/tech/tech-news/2018/06/20/facebook-expands-offerings-for-video-creators-to-cash-in-on-views/#4YSBBM5btmzoU31I.99>

(10 marks)

QUESTION 2: Affixes and Suffixes (10 Marks)

Instructions: Fill in the blanks with the appropriate pre-fixes and suffixes.

The atmosphere at YMCA Hall, Brickfields, Kuala Lumpur was festive as a total of 137 (0) visually (visual) impaired guests from the Malaysian Foundation for the Blind (MFB) met for a Hari Raya celebration. Hosted by MCIS Insurance Berhad, the event saw guests being treated to a (1) _____ (heart) meal. The event was topped off with lucky draw prizes. The guest took the opportunity to enjoy themselves, laughing and catching up with one another as they dined. Telephone (2) _____ (operate) Ho Siew Wah said he was glad to be treated to a festive dinner. “I am very happy to be given the privilege to celebrate Hari Raya with my friends and MCIS,” said the 49-year-old who is fluent in Bahasa Malaysia, English and Chinese. Zarishasna Mohd Ishak, 32, said she was happy to celebrate Hari Raya with her friends. “I seldom have the opportunity to meet them as I am a housewife, so this dinner (3) _____ (celebrate) is a good way for me to catch up with them. My family is also here with me and they enjoyed themselves too,” said the mother of two.

MCIS Insurance Bhd chief executive officer Kobus Vlok together with Malaysian Foundation for the Blind chief executive officer Silatul Rahim Dahman were having a good time with other VIPs, the visually impaired guests as well as volunteers at the Hari Raya gathering. MFB chief executive officer Silatul Rahim Dahman, in his speech said the foundation is pleased to have MCIS insurance sponsor and host the festive gathering.

“This is one of the best examples of an (4) _____ (include) society, bringing together business and citizens of Malaysia,” he said. On a separate note, he encouraged the visually impaired to make the best of what they have.

“We must always look at our abilities and not (5) _____ (ability). I urge you to continue developing and (6) _____ (power) yourselves,” Silatul Rahim added. The event with MFB is MCIS Insurance’s way of driving home the need for social (7) _____ (include) beyond festive periods, said MCIS Insurance Bhd chief executive (8) _____ (office) Kobus Vlok in his speech.

“One of the biggest hallmarks of festive celebrations is that we open up our hearts and homes to people from all walks of life, being inclusive and accepting the (9) _____ (different). The visually impaired and others who suffer from various forms of disability have so much to offer towards nation building. If only we can accept and grant them opportunities, I am confident Malaysia will be among the model nations for (10) _____ (social) inclusive developments,” he said.

Adapted from Lim, J. (2018). Festive treat for the visually impaired. Retrieved from <https://www.thestar.com.my/metro/metro-news/2018/07/11/festive-treat-for-the-visually-impaired-insurance-company-hosts-event-with-137-blind-members-from-ma/#IRxA6RL8i8ahAksT.99>

(10 marks)

Continued...

SECTION C: SYNONYMS AND ANTONYMS [15 MARKS]

Instructions: Fill in the blanks with the correct synonyms and antonyms.

serene	trivial	flexible	financial	succinct	optimistic
fooled	collapse	caught	intelligible	wilted	intact
humble	damaged	influenced	made	hospitable	hostile

- The swindler tried to **evade** the government tax but he was _____ by the police eventually.
- The dancers were very **agile** and _____ with their dance move.
- The sea was **calm** and _____ when we looked down from the deck .
- The potted flowers had **dried up** and _____ due to the drought.
- He gave a **concise** and _____ account of the economic situation.
- Leena is an **overbearing** businesswoman but her daughter is friendly and _____.
- You are encouraged to use **comprehensible** and _____ words in your presentation.
- We must be **wise** when making decision and not to be _____ by unscrupulous merchant.
- The hurricane may have **destroyed** all the houses but most of the villagers' belongings are _____ and safe.
- We need to **reinforce** the riverbanks with concrete walls or it will _____ during storm.
- Even though the disputes had ended **amicably** but the group members were still _____ with each other.
- All of the flood victims were given some **money** as _____ aid from the Malaysian government.
- Although the elder twin has always been **pessimistic** on many issues, the younger twin has an _____ view of the world.
- The tourists had enjoyed their stay with the **friendly** couple who had been very _____ during their holiday last year.
- It was a **momentous** event of her life to receive the certificate of excellence in her studies but her step brother considers it a _____ matter.

End of paper